

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method for determining, using performing, on a computer system having one or more processors, perception management related to customer preferences for using a plurality of visual representations stored in a database ~~system, the one or more processors and the database being coupled to the computer system, the plurality of~~ visual representations including one or more particular visual representations including at least one of a specifically-prepared customized visual representation and a custom-selected visual representation, the particular visual representations being of interest to customers associated with target focus groups as well as one or more other visual representations, each visual representation embodying cues that relate to the visual representation and, whereupon viewing by humans, these related cues send signals that influence human behavior by synergistically triggering desired perceptions, the method comprising:

outputting from the computer system to a customer user one or more of the particular visual representations using ~~on~~ an output device coupled to ~~the one or more processors in the computer system;~~

receiving, in the computer system from the customer, using an input device coupled to the computer system, user classification information relating to the customer's perception of for the one or more outputted particular visual representations ~~using an input device coupled to the one or more processors in the computer system,~~

the classification information comprising

at least one cue perceived by the customer in response to viewing the particular visual representations, and

an ordered ranking of the particular visual representations sorted as a function of a polling of the customer; and

using the ordered ranking to identify related cues that influence human behavior and that help manage customer perception in the target focus group

~~storing the classification information received from the user for the one or more outputted particular visual representations in the database;~~

~~wherein, by cross referencing through access to the database the received classification information for one or more of the outputted particular visual representations with the classification information for one or more of the other visual representations, the received classification information for one or more of the plurality of visual representations is distilled in order to identify the related cues that influence human behavior.~~

2. (Currently amended) The method of claim 1, wherein:

~~the received classification information for one or more of the outputted particular visual representations is distilled in order to identify the related cues from any one of one or more of the plurality of visual representations; and further comprising identifying at least one cue perceived by the customer in response to viewing one of the particular visual representations, the identified at least one cue relating the distilled cues relate to any determined one or more of the plurality of visual representations, including one or~~

more of the particular visual representations ~~or one or more of the other visual representations.~~

3. (Currently amended) The method of claim 1 2, further comprising identifying at least one cue perceived by the customer in response to viewing one of the particular visual representations, the identified at least one cue relating wherein:

~~the received classification information for one or more of the outputted particular visual representations includes classification information of one or more elements of the outputted particular visual representations; and~~

~~the distilled cues relate to any determined one or more of the elements of the particular within one or more of the plurality of visual representations.~~

4. (Currently amended) The method of claim 1, further comprising receiving, in the computer system, inputting a database comprising of a plurality of selected particular visual representations that are configurable by a whereby, ~~the selected particular visual representations can be altered as desired by the user.~~

5. (Currently amended) The method of claim 4, wherein the database ~~of the selected particular visual representations~~ is created by the user.

6. (Currently amended) The method of claim 4, wherein the database ~~of the selected particular visual representations~~ is ~~inputted from such a database created by a~~ third party.

7. (Currently amended) The method of claim 1, wherein each visual representation in the database is associated with an agent that identifies relationships between one or more of the particular visual representations and one or more of the other visual representations stored in the database.
8. (Currently amended) The method of claim 1, wherein: the classification information ~~for one or more of the outputted particular visual representations~~ comprises ratings; and, ~~the system processes the ratings in order to determine~~ further comprising determining an average rating for each outputted a particular visual representation as a function of the ratings.
9. (Currently amended) The method of claim 1, wherein: the classification information ~~for one or more of the outputted particular visual representations~~ comprises ratings; and further comprising determining ~~the system processes the ratings in order to identify~~ a ranking of one or more of the outputted particular visual representations as a function of the ratings.
10. (Currently amended) The method of claim 1, further comprising receiving, in the computer system, a response from the customer ~~capturing responses from the user~~ related to one or more of the outputted particular visual representations.
11. (Currently amended) The method of claim 10, wherein the response

comprises a description of at least one of the ~~one or more outputted~~ particular visual representations in relation to a ~~the~~ desired perception.

12. (Currently amended) The method of claim 10, wherein the response comprises:

a rationale for ranking a set of one or more ~~outputted~~ particular visual representations against a specific desired perception and an opposite perception ~~any one of its opposite~~; and

a description of an emotion of the customer user ~~when~~ in response to viewing a ~~one or more of the outputted~~ particular visual representations.

13. (Currently amended) The method of claim 1, further comprising receiving a response ~~capturing responses~~ from a third party related to one or more of the ~~outputted~~ particular visual representations.

14. (Currently amended) The method of claim 1, further comprising:
processing the received classification information ~~for the one or more outputted~~ particular visual representations;

outputting from the computer system an initial desired perception; ~~outputting from the computer system~~ and different visual representations to be chosen by one or more customers ~~users~~ as representative samples that reinforce the initial ~~that~~ desired perception; and

collecting customer user observations and rationale for ranking of the chosen

visual representations choices.

15. (Currently amended) The method of claim 14, further comprising refining the initial desired perception to represent a more clearly focused desired perception ~~that also shares a clear consensus of understanding.~~

16. (Currently amended) The method of claim 1, further comprising:
creating a set of visual concepts that leverage the at least one cues perceived by the customer in response to viewing ~~identified from the one or more of the outputted~~ particular visual representations;

outputting from the computer system a perceptual map using ~~on~~ the output device; and

receiving input from ~~enabling~~ the user regarding correlation ~~to place each of the~~ set of visual concepts with ~~on~~ the perceptual map.

17. (Currently amended) The method of claim 16, further comprising:
analyzing the correlation ~~placement of the~~ set of visual concepts with ~~on~~ the perceptual map; and

refining the correlation of ~~organizing the~~ set of visual concepts with ~~on~~ the perceptual map as a function of ~~based on~~ the analysis.

18. (Currently amended) The method of claim 1, further comprising ~~connecting the computer system to a plurality of terminals via a network, wherein the step of~~

receiving the classification information ~~further comprises the step of receiving the~~
~~classification information for one or more of the outputted particular visual~~
~~representations~~ from at least one customer using a user at each of the computer
terminals in communication with the computer system via a network.

19-35. (Cancelled)

36. (Currently amended) An apparatus for determining ~~performing~~ perception management, the apparatus comprising:

a computer system having one or more processors and a data storage system including one or more data storage devices coupled thereto, wherein the data storage system comprises ~~stores~~ a database storing ~~comprising~~ a plurality of visual representations, ~~the one or more processors and the database being coupled to the~~ computer system, the plurality of visual representations including one or more particular visual representations including at least one of a specifically-prepared customized visual representation and a custom-selected visual representation, the particular visual representations being of interest to customers associated with target focus groups as well as one or more other visual representations, each visual representation embodying cues that relate to the visual representation and, whereupon viewing by humans, these related cues send signals that influence human behavior by synergistically triggering desired perceptions; and

~~one or more computer programs, operable to run on the computer system~~
configured to

~~output, for outputting from the computer system to a customer user one or more of the particular visual representations using an~~ output device coupled to the computer system,

~~receive receiving from the customer, using an input device coupled to the computer system, user classification information relating to the customer's perception of for the one or more outputted particular visual representations using an input device coupled to the one or more processors in the computer system, the classification information comprising~~

~~at least one cue perceived by the customer in response to viewing the particular visual representations, and~~

~~an ordered ranking of the particular visual representations sorted as a function of a polling of the customer; and~~

~~use the ordered ranking to identify related cues that influence human behavior and that help manage customer perception in the target focus group~~

~~storing the classification information received from the user for the one or more outputted particular visual representations in the database;~~

~~wherein, by cross-referencing through access to the database the received classification information for one or more of the outputted particular visual representations with the classification information for one or more of the other visual representations, the received classification information for one or more of the plurality of visual representations is distilled in order to identify the related cues that influence human behavior.~~

37. (Currently amended) The apparatus of claim 36, wherein the computer system is further configured to:

~~the received classification information for one or more of the outputted particular visual representations is distilled in order to identify~~ at least one cue perceived by the customer in response to viewing one of the particular ~~the related cues from any one of one or more of the plurality of visual representations, the identified at least one cue relating; and~~

~~the distilled cues relate to any determined one or more of the plurality of visual representations, including one or more of the particular visual representations or one or more of the other visual representations.~~

38. (Currently amended) The apparatus of claim ~~36~~ 37, wherein the computer system is further configured to identify at least one cue perceived by the customer in response to viewing one of the particular visual representations, the identified at least one cue relating:

~~the received classification information for one or more of the outputted particular visual representations includes classification information of one or more elements of the outputted particular visual representations; and~~

~~the distilled cues relate to any determined one or more of the elements~~ of the particular ~~within one or more of the plurality of visual representations.~~

39. (Currently amended) The apparatus of claim 36, further comprising means for receiving, in the computer system, inputting a database comprising of a plurality of

~~selected particular visual representations that are configurable by a user, whereby, the selected particular visual representations can be altered as desired by the user.~~

40. (Currently amended) The apparatus of claim 39, wherein the database of ~~the selected particular visual representations~~ is created by the user.

41. (Currently amended) The apparatus of claim 39, wherein the database of ~~the selected particular visual representations~~ is inputted from such a database created by a third party.

42. (Currently amended) The apparatus of claim 36, wherein each visual representation in the database is associated with an agent that identifies relationships between one or more of the particular visual representations and one or more of the other visual representations stored in the database.

43. (Currently amended) The apparatus of claim 36, wherein:
the classification information ~~for one or more of the outputted particular visual representations~~ comprises ratings; and
the computer system is configured ~~processes the ratings in order~~ to determine an average rating for a each outputted particular visual representation as a function of the ratings.

44. (Currently amended) The apparatus of claim 36, wherein:

the classification information for ~~one or more of the outputted particular visual representations~~ comprises ratings; and

the computer system is configured to determine ~~processes the ratings in order to~~ identify a ranking of one or more of the ~~outputted~~ particular visual representations as a function of the ratings.

45. (Currently amended) The apparatus of claim 36, further comprising means for receiving, in the computer system, a response ~~capturing responses~~ from the customer user ~~related~~ to one or more of the ~~outputted~~ particular visual representations.

46. (Currently amended) The apparatus of claim 45, wherein the response comprises a description of at least one of the ~~one or more outputted~~ particular visual representations in relation to a ~~the~~ desired perception.

47. (Currently amended) The apparatus of claim 45, wherein the response comprises:

a rationale for ranking a set of one or more ~~outputted~~ particular visual representations against a specific desired perception and an opposite perception ~~any one of its opposite~~; and

a description of an emotion of the customer user ~~when~~ in response to viewing a ~~one or more of the~~ outputted particular visual representations.

48. (Currently amended) The apparatus of claim 36, further comprising m ans

for receiving a response ~~capturing responses~~ from a third party related to one or more of the ~~outputted~~ particular visual representations.

49. (Currently amended) The apparatus of claim 36, further comprising:
means for processing the received classification information ~~for the one or more~~
~~outputted particular visual representations;~~
means for outputting from the computer system an initial desired perception;
means for outputting from the computer system different visual representations
to be chosen by one or more customers ~~users~~ as the best representative samples that
reinforce the initial ~~that~~ desired perception; and
means for collecting customer ~~user~~ observations and rationale for ranking of the
chosen visual representations ~~choices~~.

50. (Currently amended) The apparatus of claim 49, further comprising refining
the initial desired perception to represent a more clearly focused desired perception
~~that also shares a clear consensus of understanding.~~

51. (Currently amended) The apparatus of claim 36, further comprising:
means for creating a set of visual concepts that leverage the at least one cues
perceived by the user in response to viewing ~~identified from the one or more of the~~
~~outputted~~ particular visual representations;
means for outputting from the computer system a perceptual map using ~~on~~ the
output device; and

means for receiving input from ~~enabling the user~~ regarding correlation ~~to place~~
each of the set of visual concepts with ~~on~~ the perceptual map.

52. (Currently amended) The apparatus of claim 51, further comprising:
means for analyzing the correlation placement of the set of visual concepts with ~~on~~ the
perceptual map; and
means for refining the correlation of ~~organizing the~~ set of visual concepts with ~~on~~ the
perceptual map as a function of ~~based on~~ the analysis.

53. (Currently amended) The apparatus of claim 36, further comprising means
for ~~connecting the computer system to a plurality of terminals via a network, wherein the~~
~~step of receiving the classification information further comprises the step of receiving~~
~~the classification information for one or more of the outputted particular visual~~
~~representations from~~ at least one customer using a ~~user at each of the computer~~
terminals in communication with the computer system via a network.

54-70. Cancelled.

71. (Currently amended) An article of manufacture comprising a computer
program carrier readable by a computer system having one or more processors and
embodying one or more instructions executable by the computer system to perform a
method for determining, using ~~performing, on~~ a computer system having one or more
processors, perception management related to customer preferences for using a

plurality of visual representations stored in a database ~~syst m, the one or more~~
~~processors and the database being coupled to the computer system, the plurality of~~
visual representations including one or more particular visual representations including
at least one of a specifically-prepared customized visual representation and a custom-
selected visual representation, the particular visual representations being of interest to
customers associated with target focus groups as well as one or more other visual
representations, each visual representation embodying cues that relate to the visual
representation and, whereupon viewing by humans, these related cues send signals
that influence human behavior by synergistically triggering desired perceptions, the
method comprising:

outputting from the computer system to a customer user one or more of the
particular visual representations using ~~on~~ an output device coupled to ~~the one or more~~
~~processors in the computer system;~~

receiving, in the computer system from the customer, using an input device
coupled to the computer system, user classification information relating to the
customer's perception of ~~for~~ the one or more outputted particular visual representations
~~using an input device coupled to the one or more processors in the computer system,~~
the classification information comprising

at least one cue perceived by the customer in response to viewing the
particular visual representations, and

an ordered ranking of the particular visual representations sorted as a
function of a polling of the customer; and

using the ordered ranking to identify related cues that influence human behavior

and that help manage customer perception in the target focus group

~~storing the classification information received from the user for the one or more outputted particular visual representations in the database;~~

~~wherein, by cross-referencing through access to the database the received classification information for one or more of the outputted particular visual representations with the classification information for one or more of the other visual representations, the received classification information for one or more of the plurality of visual representations is distilled in order to identify the related cues that influence human behavior.~~

72. The article of manufacture ~~method~~ of claim 71, wherein the method further comprises:

~~the received classification information for one or more of the outputted particular visual representations is distilled in order to identify the related cues from any one of one or more of the plurality of visual representations; and~~ identifying at least one cue perceived by the customer in response to viewing one of the particular visual representations, the identified at least one cue relating the distilled cues relate to any determined one or more of the plurality of visual representations, including one or more of the particular visual representations or one or more of the other visual representations.

73. (Currently amended) The article of manufacture of claim 71 72, wherein the method further comprises identifying at least on cue perceived by the customer in

response to viewing one of the particular visual representations, the identified at least one cue relating:

~~the received classification information for one or more of the outputted particular visual representations includes classification information of one or more elements of the outputted particular visual representations; and~~

~~the distilled cues relate to any determined one or more of the elements of the particular within one or more of the plurality of visual representations.~~

74. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises receiving, in the computer system, comprising inputting a database comprising of a plurality of ~~selected~~ particular visual representations that are configurable by a ~~whereby the selected particular visual representations can be altered as desired by the user.~~

75. (Currently amended) The article of manufacture of claim 74, wherein the ~~database of the selected particular visual representations~~ is created by the user.

76. (Currently amended) The article of manufacture of claim 74, wherein the ~~database of the selected particular visual representations~~ is ~~inputted from such a database created by a third party.~~

77. (Currently amended) The article of manufacture of claim 71, wherein each visual representation in the database is associated with an agent that identifies

relationships between one or more of the particular visual representations and one or more of the other visual representations stored in the database.

78. (Currently amended) The article of manufacture of claim 71, wherein: the classification information ~~for one or more of the outputted particular visual representations~~ comprises ratings; ~~and, the system processes the ratings in order to determine~~ further comprising determining an average rating for each ~~outputted a~~ particular visual representation as a function of the ratings.

79. (Currently amended) The article of manufacture of claim 71, wherein: the classification information ~~for one or more of the outputted particular visual representations~~ comprises ratings; ~~and, the system processes the ratings in order to identify~~ further comprising determining the system ~~processes the ratings in order to identify~~ a ranking of one or more of the ~~outputted~~ particular visual representations as a function of the ratings.

80. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises receiving, in the computer system, a response from the customer comprising capturing responses from the user related to one or more of the ~~outputted~~ particular visual representations.

81. (Currently amended) The article of manufacture of claim 80, wherein the response comprises a description of at least one of the ~~one or more outputted~~ particular visual representations in relation to a the desired perception.

82. (Currently amended) The article of manufacture of claim 80, wherein the response comprises:

a rationale for ranking a set of one or more ~~outputted~~ particular visual representations against a specific desired perception and an opposite perception ~~any one of its opposite~~; and

a description of an emotion of the customer user ~~when in response to~~ viewing a ~~one or more of the outputted~~ particular visual representations.

83. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises receiving a response ~~capturing responses~~ from a third party related to one or more of the ~~outputted~~ particular visual representations.

84. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises ~~comprising~~:

processing the received classification information ~~for the one or more outputted particular visual representations~~;

outputting from the computer system an initial desired perception; ~~outputting from the computer system~~ and different visual representations to be chosen by one or more customers ~~users~~ as the best representative samples that reinforce the initial ~~that~~ desired perception; and

collecting customer ~~user~~ observations and rationale for ranking of the chosen visual representations ~~choices~~.

85. (Currently amended) The article of manufacture of claim 84, wherein the method further comprises ~~comprising~~ refining the initial desired perception to represent a more clearly focused desired perception ~~that also shares a clear consensus of understanding.~~

86. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises ~~comprising~~:

creating a set of visual concepts that leverage the at least one cues perceived by the customer in response to viewing ~~identified from the one or more of the outputted~~ particular visual representations;

outputting from the computer system a perceptual map using ~~on~~ the output device; and

receiving input from ~~enabling~~ the user regarding correlation ~~to place each of the~~ set of visual concepts with ~~on~~ the perceptual map.

87. (Currently amended) The article of manufacture of claim 86, wherein the method further comprises ~~comprising~~:

analyzing the correlation ~~placement~~ of the set of visual concepts with ~~on~~ the perceptual map; and

refining the correlation of ~~organizing~~ the set of visual concepts with ~~on~~ the perceptual map as a function of ~~based on~~ the analysis.

88. (Currently amended) The article of manufacture of claim 71, wherein the method further comprises ~~comprising connecting the computer system to a plurality of terminals via a network, wherein the step of receiving the classification information further comprises the step of receiving the classification information for one or more of the outputted particular visual representations from at least one customer using a user at each of the computer terminals in communication with the computer system via a network.~~

89-106. (Cancelled)